

**INDIANA ARTS COMMISSION
COMMITTEE ON THE FUTURE**

November 19, 2013, 10:00 a.m.
IAC Office, 100 N. Senate Avenue, Room N505
Indianapolis, Indiana 46204

Jon Ford, Chair

Minutes

Members present: Sherry Stark

Members via teleconference: Gil Cárdenas, Karen Ellerbrook, Jeff Kirk, Suzie Rentschler, Susan Mendenhall, Jim Bodenmiller, Trevor Yager (*ex officio*)

Members absent: Kathy Anderson, Jon Ford, Susan Hardwick, Vicki Pool

IAC staff present: Michelle Anderson, Dennis Hardin, Emily Hellmuth, Lewis Ricci, Paige Sharp, Rex Van Zant

Note: Due to lack of quorum, no actions were taken during this meeting.

1. **Welcome and Introductions.** In the absence of Committee chair Jon Ford, IAC Chair Trevor Yager opened the meeting at 10:10 a.m. and asked everyone to introduce themselves.

2. **Review and Approval of Agenda and Minutes.** The minutes from the June 21, 2013 and September 3, 2013 meeting of the Committee on the Future (attached) were presented. No action was taken. These minutes will be presented for approval at a special meeting of the COF prior to the next meeting of the full Commission on December 13, 2013.

3. **Financials.** IAC Deputy Commissioner Michelle Anderson presented a handout (attached) showing the IAC FY 2014 budget, current through October 31, 2013.

4. **Personnel.** IAC Executive Director Lewis Ricci reported that two staff vacancies have been filled: Paige Sharp is the new Grants, Information Technology and Research Manager; Becca Hopson is the new Community Development Manager/Accessibility Coordinator. The position of Community Development Manager/Education Coordinator is still vacant. Mr. Ricci also reported that the State of Indiana is beginning its annual employee performance management review process for 2013.

5. **Strategic Plan Update and Monitoring.**

A. Mr. Ricci presented a handout (attached), "The Five Big Ideas We Heard at the Commission Planning Session in September", which describes five important areas

of focus for the remaining three years of the current IAC Strategic Plan. Briefly, they are: 1) to better address and influence community relevancy and success models in arts organizations; 2) to grant more strategic consideration to the Capacity Building Grant program; 3) to better define the role of the IAC with regard to arts in education; 4) to clarify the role of the IAC in advocacy; 5) to take advantage of the upcoming Indiana Bicentennial.

B. Mr. Ricci announced that the IAC will present its first-ever “Web Café” on December 5. A live presentation will begin at 10:00 a.m. and will be interactive with at least 9 remote locations hosted by Regional Arts Partners and other organizations. A second, recorded webinar will be broadcast at 6:00 p.m. the same day. The purpose of the presentations is to reach out to arts constituents across the state, allowing them to offer input into the IAC’s strategic planning goals for the next three years. Mr. Ricci distributed copies (attached) of the PowerPoint presentation which will be used during the program.

C. Mr. Ricci presented a handout (attached), “Possible Indiana Arts Commission Bicentennial Initiatives”, which described five possible areas of involvement for the IAC during the 2016 Indiana Bicentennial celebration. Briefly, they are: 1) branding IAC’s Project Grants during the celebration period as Bicentennial Celebration Projects; 2) branding the 2015 Governor’s Arts Awards as the Bicentennial Awards; 3) partnering with the Indiana Department of Natural Resources to bring the arts to the State Parks; 4) establish a new grant category to help fund special Bicentennial-themed, commissioned art works and programs; 5) spearhead a program to establish major public arts installations in the State Parks and State Cultural Districts.

6. **Rebranding.** Mr. Ricci reported on progress made in partnership with the Hoosier Lottery to create a new brand for the Arts Commission. The Hoosier Lottery began using the phrase “Imagine That” in its advertising, a phrase which the IAC had used as its public brand for many years. IAC agreed to cease using the phrase in deference to the Hoosier Lottery, and the Hoosier Lottery, in turn, agreed to develop a new brand for the Arts Commission. IAC Communications Manager Emily Hellmuth reported that the initial meeting with the advertising firm has been held, and that IAC has provided a list of state-wide contacts for use in identifying the IAC’s public image. A draft plan for rebranding will be ready next January, and a more well-defined plan will be ready for presentation to the full Commission at its March, 2014 meeting. The new brand will be ready for full implementation at the start of FY 2015.

7. **Resource Allocation Review.** Mr. Ricci made brief remarks explaining that, with the finalization of the strategic plan goals for the next three years, a full review of the IAC’s resources will be conducted, specifically regarding time, personnel and finances.

8. **Cultural Trust.** IAC Marketing and Communications Director Rex Van Zant presented a handout (attached) showing the current balance of the Cultural Trust. As of October 31, 2013, the fund balance is \$2,535,786.54. Mr. Van Zant went on to report on the latest statistics from sales of the Arts Trust vehicle license plate. Ms. Hellmuth

presented a handout (attached) explaining other marketing activities, specifically statistics on the IAC's social network activity; The IAC's presence on Facebook and Twitter has increased remarkably during CY 2013.

9. **New Business.** There was no new business.

10. **Adjourn.** Mr. Yager thanked everyone for their participation and closed the meeting at 10:55 a.m.